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## **Influencer™ Launches on Salesforce.com's AppExchange, The World's Most-Popular Marketplace for Business Apps**

*Customers can now automate the development of influence maps for their key accounts*

*Businesses tap into the power of social and mobile cloud technologies to transform the way they connect with customers, partners and employees*

Boston, MA. March 12, 2013– [Influencer Corporation](#) today announced it has launched **Influencer™ for Salesforce** on salesforce.com's AppExchange, empowering businesses to connect with customers in entirely new ways. **Influencer™** is a native application for Salesforce that allows users to create intelligent and powerful influence maps and [instantly visualize key account relationship opportunities](#). **Influencer™** lets users profile their stakeholders in a simple to use format so that the stakeholders sphere of influence can be easily defined, allowing users to make better decisions, improve account strategies and ultimately make more wins.

Built on the Salesforce Platform, the world's leading cloud platform for social and mobile business apps, Influencer™ is immediately available for test drive and deployment on the [AppExchange](#).

*"The open and trusted capabilities of the Salesforce Platform and the AppExchange ecosystem make it possible for companies like Influencer to bring new functionality like influence mapping to Salesforce users, empowering them to deliver better customer service and create deeper connections with their customers," said Ron Huddleston, senior vice president, ISV & Channel, salesforce.com.*

### **Connect in Entirely New Ways with Social and Mobile Cloud Technologies**

Immediate value is created for sales and marketing professionals when they visualize their relationships, and understand the big picture. Influencer™ enables a [quicker sales cycle to win the business and nurture relationships](#) by bringing the power of social, mobile and open cloud technologies to customers.

Furthermore, transparency and accountability within the sales process are now possible with **Influencer™** as influence maps are used to expose gaps and risks within opportunities and key accounts. The power of Influencer™ goes beyond traditional visual mapping and organizational chart programs. Org charts don't always tell the story of where the influence exists within an organization and many of today's organization applications offer too many complex features.

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*“Influencer brings the power of our Salesforce data together with our account intelligence and allows us to share it across the whole team. It really helps us plan and manage our account strategy and ensure we are developing deeper relationships and partnerships,” said Philip Black, Chief Operating Officer, Emergn Limited.*

Designed to be simple to use, **Influencer™** mines Salesforce data using a proven profiling methodology, to let users find the criteria that makes the most sense, enabling them to focus on answering the right questions first and make decisions faster.

Influencer™ was developed in partnership with DataArt.

### **About Influencer**

[Influencer Corporation](#) is a sales intelligence software and services firm that focuses solely on helping companies provide a more intelligent and lean business development approach. The Influencer model and philosophy is centered on the power of relationships and on delivering a high touch, customer experience.



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### **About DataArt**

DataArt ([www.dataart.com](http://www.dataart.com)) is a custom software development company that builds advanced solutions for the [financial services](#), [healthcare](#), [hospitality](#) and [other](#) industries. Combining domain knowledge with offshore cost advantages and resource flexibility, DataArt develops industry-defining applications, helping clients optimize time-to-market and minimize software development risks in mission-critical systems.

### **About the AppExchange**

The Salesforce AppExchange is the world’s leading business apps marketplace. With more than 1,700 partner apps and 1.4 million customer installs it is the most comprehensive source of social and mobile cloud apps for business. The Salesforce Platform is the world’s most trusted and comprehensive cloud platform for building social and mobile cloud apps, powering Salesforce CRM, and more than 2.3 million custom apps built by customers and partners. Social apps for business built on the Salesforce Platform can be easily distributed and marketed through salesforce.com’s [AppExchange](#).

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